



CASEY BUSCHER

STORYTELLER, ANCHOR & REPORTER

SUMMARY

Casey Buscher is a multifaceted storyteller with the ability to connect with people from all different backgrounds to form in-depth features and reports. Casey is proficient as a creative content creator able to build strong and lasting relationships as a reporter.

SKILLS

- Adobe Creative Cloud Suite
- Associated Press Writing Style
- ENPS News Production
- Photography and Videography
- Content Creation: Twitter, Instagram, TikTok, YouTube
- Created own Podcast, 'Casey's Corner' interviewing sports personalities, athletes and coaches

EDUCATION

SYRACUSE UNIVERSITY
S.I. Newhouse School of Public Communications Master of Science
Broadcast & Digital Journalism
Emphasis in Sports
Communication 2019

TEXAS TECH UNIVERSITY
College of Media & Communication Bachelor of Arts
- Electronic Media & Communication, Minor in Public Relations
Emphasis in Sports Media 2018

CONTACT AGENT:
STEVE KOLES

📞 614.598.5007

✉️ steve@mortmeisner.com

EXPERIENCE

DIRECTOR OF DIGITAL AND SOCIAL MEDIA

Panther City Lacrosse and Dallas Wings | Present

- Serve as team reporter for both teams
- Oversee of all team digital assets, including social media channels, team websites and email communication, ensuring continuity across all platforms
- Conduct feature interviews on athletes and coaches and put together packages for in-game segments and digital platforms
- Conduct pregame and postgame interviews with coaches and players
- Execute digital and social planning and execution, including game days and select events (i.e. draft, fan or community events, etc.)
- Manage calendars and campaigns across all social media platforms
- Manage day-to-day social media activities, including, but not limited to writing/scheduling copy, responding to messages, identifying influencers and topical subject matter where the teams can effectively join larger conversations

SPORTS DIRECTOR

KSBY | 2020 - 2022

- Anchor the 6, 10, and 11 pm sportscasts
- Operate the sports department and oversee stories, sportscasts, story ideas, and over operation of the department
- Foster relationships with high school, collegiate, and professional teams, coaches, and athletes
- Anchor and produce the number one high school football show on the Central Coast

SIDELINE REPORTER & ANALYST

ESPN+ & ACC NETWORK | 2019 - 2022

- Serve as the sideline reporter for Cal Poly games on ESPN+
- Previously served as a sideline a reporter for Syracuse basketball games and a color analyst for Syracuse volleyball games
- Researched and pitch content and story ideas for segments and live hits

SPORTS DIRECTOR

FOX West Texas | 2019 - 2020

- Served as the sole sports anchor and reporter for FOX West Texas
- Anchored FOX Football Live, a 30-minute show throughout the football season
- Fostered relationships with coaches and athletes in the area to find and create powerful stories to connect with the community
- Served as a one-person sports department

SPORTS MULTIMEDIA JOURNALIST

WPRI 12 | 2019

- Served as a digital sports reporter for WPRI covering the New England Patriots
- Created, shot, and edited packages as a multimedia journalist
- Interviewed players and coaches for newscasts
- Reported from Patriots Training Camp and preseason games appearing on camera for the WPRI website and digital platforms



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REEL

[HTTPS://WWW.YOUTUBE.COM/WATC
H?V=SZAHDJKXYCS](https://www.youtube.com/watch?v=SZAHDJKXYCS)

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Steve Koles

Mort Meisner & Associates

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